

IN THE CLAIMS

Please amend the claims as follows:

1. (Previously Presented) A method of communicating agricultural product information to a user, the method including:

receiving at a management information system a request, including an agricultural product identifier, for real-time agricultural product information collected along a chain of custody of the agricultural product, the request being made while the agricultural product is within the chain of custody and prior to the user physically obtaining the agricultural product;

accessing at least one agricultural product record, identified using the agricultural product identifier, at the management information system, the at least one agricultural product record including agricultural product data collected up to the point of the request;

processing the agricultural product data to generate a report of the real-time agricultural product information including metrics pertaining to the agricultural product; and

communicating the report to the user responsive to the request for real-time agricultural product information.

2. (Original) The method of claim 1 wherein the request includes a location identifier for a unit of production of the agricultural product.

3. (Original) The method of claim 1 wherein the request is received at the management information system as a communication over a communications network.

4. (Original) The method of claim 3 wherein the communications network comprises the Internet, a Wide Area Network (WAN), a Local Area Network (LAN), a wireless network, and a cellular telephone network.
5. (Previously Presented) The method of claim 1 wherein the agricultural product data includes raw data from any one of a group of information types including pre-production, production, environmental, processing, distribution, packaging, transport, product characteristic, social and economic information.
6. (Original) The method of claim 1 wherein the agricultural product data includes certification data certifying compliance with a certification standard.
7. (Original) The method of claim 1 wherein the agricultural product data includes compliance data recording compliance with a regulatory standard.
8. (Original) The method of claim 1 wherein the agricultural product data includes accreditation data recording compliance with an accreditation standard.
9. (Original) The method of claim 1 wherein the communicating comprises generating a markup language document including the agricultural product data and communicating the markup language document over a communications network.
10. (Original) The method of claim 1 including inputting the agricultural product identifier into a communications device for communication via the communications network to the management information system.
11. (Original) The method of claim 10 wherein the communications device includes any one of a group of devices including a personal computer, a Personal Digital Assistant, a telephonic device, a hand-held computer, a pager and a radio device.

12. (Original) The method of claim 10 wherein the inputting of the product identifier into the communications device includes inputting the product identifier utilizing any one of electromagnetic and sound input mechanisms.

13. (Original) The method of claim 12 wherein the electromagnetic input mechanism comprises a bar code reader, the agricultural product identifier comprises product code, and the inputting comprises reading the product code from a label affixed to the agricultural product.

14. (Original) The method of claim 13 wherein the product code comprises any one of a group including a Universal Product Code and a lot number.

15. (Original) The method of claim 13 wherein the product code is represented as a bar code.

16-36. (Canceled)

37. (New) A method of communicating agricultural product information to a user, the method including:

receiving at a management information system a request for real-time agricultural product information collected along a chain of custody of the agricultural product, the request being made while the agricultural product is within the chain of custody and including an agricultural product identifier;

accessing at least one agricultural product record, identified using the agricultural product identifier, at the management information system, the at least one agricultural product record including agricultural product data;

comparing the agricultural product data against a compliance requirement;

generating a report of the real-time agricultural product information based on the comparing, the report including a comparative rating of a metric; and

communicating the report to the user responsive to the request for real-time agricultural product information.

38. (New) The method of claim 37, wherein the comparative rating of the metric is based on a comparison of the metric with a certification criterion.

39. (New) The method of claim 37, wherein the comparative rating of the metric is based on a comparison of the metric with an environmental impact.

40. (New) The method of claim 37, wherein the comparative rating of the metric is based on a comparison of the metric with a social impact.

41. (New) The method of claim 37, wherein the comparative rating of the metric is based on a comparison of the metric with an economic impact.

42. (New) A method of communicating agricultural product information to a user, the method including:

receiving at a management information system a request for real-time agricultural product information collected along a chain of custody of the agricultural product, the request being made while the agricultural product is within the chain of custody and including an agricultural product identifier;

accessing at least one agricultural product record, identified using the agricultural product identifier, at the management information system, the at least one agricultural product record including agricultural product data;

comparing the agricultural product data against a compliance requirement;

generating a report of the real-time agricultural product information based on the comparing, the report including a comparative rating of a metric with a certification criterion based on statistic; and

communicating the report to the user responsive to the request for real-time agricultural product information.